

74 S.W.H. 4/30/02

<p>FORM HDP-1449 (Based on Form PTO-1449)</p> <p><b>PATENT AND TRADEMARK OFFICE</b></p> <p><b>INFORMATION DISCLOSURE CITATION</b></p> <p>(Use several sheets if necessary)</p> <p>Sheet 1 of 2</p>	ATTORNEY DOCKET NO.	SERIAL NO.
	6550-000050	
	APPLICANT	
	Paul M. Hunt, et al.	
	FILING DATE	GROUP

USPTO  
09/13/00  
12/14/00

U.S. PATENT DOCUMENTS						
Ref. Desig.	Examiner's Initials	Document Number	Date	Name	Class/ Subclass	(If appropriate) Filing Date
1.	HVT	4,536,791	08/20/85	Campbell, et al.		
2.		4,862,268	08/29/89	Campbell, et al.		
3.		5,191,410	03/02/93	McCalley, et al.		
4.		5,195,092	03/16/93	Wilson, et al.		
5.		5,208,665	05/04/93	McCalley, et al.		
6.		5,319,453	07/07/94	Copriviza, et al.		
7.		5,392,223	02/21/95	Caci		
8.		5,418,713	05/23/95	Allen		
9.		5,437,050	07/25/95	Lamb, et al.		
10.		5,452,468	09/19/95	Peterson		
11.		5,574,934	11/12/96	Mirashrafi, et al.		
12.		5,581,658	12/03/96	O'Hagan, et al.		
13.		5,635,978	06/03/97	Alten, et al.		
14.		5,646,675	07/08/97	Copriviza, et al.		
15.		5,655,140	08/05/97	Haddock		
16.		5,666,645	09/09/97	Thomas, et al.		
17.		5,703,795	12/30/97	Mankovitz		
18.		5,734,589	03/31/98	Kostreski, et al.		
19.		5,734,720	03/31/98	Salganicoff		
20.		5,742,840	04/21/98	Hansen, et al.		
21.		5,751,338	05/12/98	Ludwig, Jr.		

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EXAMINER: Please initial if citation considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Ref. Desig.	Examiner's Initials	Document Number	Date	Name	Class/ Subclass	(If appropriate) Filing Date
22.	HUT	5,758,257	05/26/98	Herz, et al.		
23.		5,794,060	08/11/98	Hansen, et al.		
24.		5,794,061	08/11/98	Hansen, et al.		
25.		5,794,217	08/11/98	Allen		

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	6550-000050	09/736,456
	APPLICANT	
	P. Hunt et al.	
	FILING DATE	GROUP
	December 14, 2000	

U.S. PATENT DOCUMENTS						
Ref. Desig.	Examiner's Initials	Document Number	Date	Name	Class/ Subclass	(If appropriate) Filing Date
1.	HVT	5,931,901	8/3/1999	Wolfe et al.		
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3.		6,038,591	3/14/2000	Wolfe et al.		
4.		6,161,142	12/12/2000	Wolfe et al.		

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Ref. Desig.	Examiner's Initials	Document Number	Date	Country	Class/ Subclass	Translation Yes No
1.	HVT	EP 0 822 535 A2	4/2/1998	European Patent Office		
2.	HVT	WO 98/58334	12/23/1998	World Int. Property Org.		

OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, etc.)		
Ref. Desig.	Examiner's Initials	
1.	HVT	International Search Report for PCT/US01/01602, 3 pages

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1.		20010027563	10/4/01	Christopher M. White et al		
2.		20010001160	05/10/01	Daniel J. Shoff		
3.		6,289,514	09/11/01	Link et al.		
4.		6,236,977	05/22/01	Verba, et al.		

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1.	HWT	<a href="http://www.lightningcast.com/company/faq.html">http://www.lightningcast.com/company/faq.html</a> , Lightningcast, 2000.
2.		Java Industry Connection, Mediaplex and Freestyle Interactive Partner to Provide Real-Time Advertising on Rich-Media Platform, <a href="http://industry.java.sun.com/javanews/stories/story2/0,1072,22504,00.html">http://industry.java.sun.com/javanews/stories/story2/0,1072,22504,00.html</a> , 02/02/00.
3.		Java Industry Connection, Net Perceptions and Mediaplex Team to Deliver Higher Return on Investment for Online Advertisers, <a href="http://industry.java.sun.com/javanews/stories/story2/0,1072,20404,00.html">http://industry.java.sun.com/javanews/stories/story2/0,1072,20404,00.html</a> , 11/11/99.
4.		Vivagy, Inc., Feersum Enjinn, <a href="http://www.sgi.com/products/appsdirectory.dir/apps/app_number_231493.html">http://www.sgi.com/products/appsdirectory.dir/apps/app_number_231493.html</a> , April, 1997.
5.		Opengrid, Mediaplex and Opengrid Team to Deliver Personalized Real-Time Advertising to any Wireless Device, <a href="http://www.opengrid.com/pr/?page=pr_mediaplex">http://www.opengrid.com/pr/?page=pr_mediaplex</a> , January, 2000.
6.		Yahoo Finance, Gozing Launches Wireless Message Broadcast System - Broadcast Marks Launch of Breakthrough Real Time Advertising, <a href="http://www.gozing.com/launch.cfm">http://www.gozing.com/launch.cfm</a> , September, 2000.
7.		Alpiri, Alpiri Semantic Web Services, <a href="http://kb.alpiri.com/sum/">http://kb.alpiri.com/sum/</a> , 2001.
8.		Marketswitch, Breakthrough Optimization Technology Optimizes Ad Placement Strategy; Directly Improves the Bottom Line for Internet Advertisers, May, 2000.
9.		MeasureCast: Overview of MeasureCast Services, MeasureCast Streaming Audience Measurement Service, <a href="http://www.measurecast.com/services/">http://www.measurecast.com/services/</a> , 2000, 2001.

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2.	HVT	Internet related article pages 218, 219, 222, 223, 230, 231, believed to have been published prior to January 18, 2000
3.	HVT	Stats for MSU Campus Routers, <a href="http://mrtg.cl.msu.deu/mrtg/commarts-gw.9.html">http://mrtg.cl.msu.deu/mrtg/commarts-gw.9.html</a> , published August 19, 1999, 1 page

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